In the U.S., we are only 7 years post-legalization of marriage equality through *Obergefell v. Hodges*. Though activists have been paving the way for LGBTQ equality for decades, integration in mainstream society has only happened recently.

As a result, concern for this issue area skews toward younger generations who have largely grown up with an expectation for equality and display a greater comfort in navigating issues of sexual orientation & gender identity rights.

**DATA TO INSIGHTS**

**TOP ACTIONS TAKEN**

- Took time to learn about the cause or social issue (LISTEN & LEARN) 77%
- Posted or shared content on social media platform (VOICE) 75%
- Intentionally helped someone else (VOLUNTEER) 71%

**MOST INFLUENTIAL ACTIONS**

- Posted or shared content on social media platform (VOICE) 82%
- Volunteered with a cause or organization - in-person or online (VOLUNTEER) 81%
- Participated in marches or rallies (VOICE) 79%

**IN THE NEXT 30 DAYS, PEOPLE ARE MOST LIKELY TO:**

- LISTEN & LEARN 68%
- VOICE 63%
- VOLUNTEER 61%